

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 24-30, 1984 2

New York Time		NIELSEN AVERAGE				New York Time		NIELSEN AVERAGE									
Program Name	Duration	Day	Audience	Households	Share	No. Sta.	Program Name	Duration	Day	Audience	Households	Share	No. Sta.				
		Ntwk	(000)	%	%	Covg.			Ntwk	(000)	%	%	Covg.				
EVENING																	
A TEAM	8:00	60 TUE.	N	13,670	18.1	32	210	99	KENNEDY CENTER HONORS(S)	9:00	120 TUE.	C	6,620	7.8	15	206	99
ABC BUSINESS BRIEF-WED	8:57	02 WED.	A	15,110	17.8	27	198	98	KNIGHT RIDER	8:00	60 SUN.	N	14,260	16.8	28	197	98
ABC MONDAY NIGHT MOVIE	8:00	180 MON.	A	9,590	11.3	25	195	98	KNOTS LANDING	10:00	60 THU.	C	17,230	20.3	33	191	97
ABC MOVIE SPECIAL(S)	9:00	120 WED.	A	11,290	13.3	21	189	97	LOONEY BUGS BUNNY MOVIE(S)	8:00	60 TUE.	C	8,070	9.5	19	205	99
ABC NEWSBRIEF-MON	9:50	01 MON.	A	10,100	11.9	26	202	99	LOVE BOAT	9:00	60 SAT.	A	11,040	13.0	22	168	90
ABC NEWSBRIEF-TUE	9:58	01 TUE.	A	7,810	9.2	17	204	99	MAGNUM, P.I.	8:00	60 THU.	C	14,520	17.1	26	190	96
ABC NEWSBRIEF-WED	10:00	02 WED.	A	12,480	14.7	23	197	98	MIKE HAMMER	9:00	60 SAT.	C	11,290	13.3	22	174	91
ABC NEWSBRIEF-THU	9:58	01 THU.	A	7,390	8.7	13	169	95	MOVIE OF THE WEEK-FRI(S)	8:00	120 FRI.	N	13,160	15.5	24	191	96
ABC NEWSBRIEF-FRI	9:40	01 FRI.	A	7,730	9.1	14	206	99	MURDER, SHE WROTE	8:00	60 SUN.	C	18,930	22.3	34	205	99
ABC NEWS CLOSEUP(S)	10:00	60 SAT.	A	4,670	5.5	10	175	92	NBC MONDAY NIGHT MOVIES	9:00	120 MON.	N	6,110	7.2	16	198	98
ABC NEWSBRIEF-SAT.	9:58	01 SAT.	A	9,590	11.3	19	168	90	NBC NEWS DIGEST-M-F	VAR	01 M-F	N	10,780	12.7	22	168	86
ABC NEWSBRIEF-SUN.	9:55	01 SUN.	A	13,580	16.0	24	208	99	NBC NEWS DIGEST-2-M-F	VAR	01 M & F	N	6,880	8.1	15	179	91
ABC SPORTS UPDATE-SAT	9:58	01 SAT.	A	11,210	13.2	22	167	90	NBC NEWS DIGEST-SAT	9:28	01 SAT.	N	7,810	9.2	15	150	79
ABC SPORTS UPDATE-SUN	8:58	02 SUN.	A	11,480	13.5	20	207	99	NBC NEWS DIGEST-SUN	8:58	01 SUN.	N	11,210	13.2	20	161	85
ABC SUNDAY NIGHT MOVIE	8:00	180 SUN.	A	13,410	15.8	24	209	99	NBC NEWS DIGEST-2-SUN.	10:02	01 SUN.	N	11,550	13.6	21	180	92
ABC THURSDAY NIGHT MOVIE	8:00	120 THU.	A	7,730	9.1	14	174	95	NBC NEWS DIGEST-2-M-F(B)	9:58	01 WED.	N	8,830	10.4	16	164	76
ABC WORLD NEWS TONIGHT	6:30	30 M-F	A	9,000	10.6	21	204	99	NBC NIGHTLY NEWS-SAT.	6:30	30 SAT.	N	8,660	10.2	18	155	88
ABC WORLD NEWS TONIGHT-SUN	6:30	30 SUN.	A	6,450	7.6	13	155	82	NBC NIGHTLY NEWS	6:30	30 M-F	N	8,570	10.1	19	205	99
AIRWOLF	8:00	60 SAT.	C	10,950	12.9	21	175	91	NBC SUNDAY NIGHT MOVIE	9:00	135 SUN.	N	12,820	15.1	24	199	99
AMERICAN PORTRAIT	8:58	01 TU&TH	C	11,460	13.5	22	198	98	NEWHART	9:30	30 MON.	C	10,780	12.7	27	205	99
BILL COSBY SHOW	8:00	30 THU.	N	20,120	23.7	36	191	97	NEWSBREAK-M-F	VAR	01 M-F	C	12,480	14.7	25	188	93
CAGNEY & LACEY	10:00	60 MON.	C	11,970	14.1	30	204	99	NEWSBREAK-SAT.	9:58	01 SAT.	C	10,100	11.9	20	167	84
CBS EVENING NEWS-RATHER	6:30	30 M-F	C	10,700	12.6	24	204	99	NEWSBREAK-SUN.	9:58	01 SUN.	C	16,050	18.9	29	191	93
CBS EVENING NEWS-DEAN	8:00	30 SUN.	C	7,390	8.7	15	175	90	NIGHT COURT	9:30	30 THU.	N	14,260	16.8	25	184	95
CBS WEDNESDAY NIGHT MOVIE	9:00	120 WED.	C	15,450	18.2	28	196	97	PAPER DOLLS	10:00	60 TUE.	A	8,570	10.1	20	206	99
CHARLES IN CHARGE	8:00	30 WED.	C	12,570	14.8	23	187	97	PARTNERS IN CRIME	10:00	60 SAT.	N	9,250	10.9	20	167	88
CHEERS	9:00	30 THU.	N	15,790	18.6	28	190	96	PUNKY BREWSTER	7:46	14 SUN.	N	10,100	11.9	19	179	93
COVER-UP	10:00	60 SAT.	C	13,500	15.9	29	177	92	REMINGTON STEELE	10:00	60 TUE.	N	15,620	18.4	37	200	99
CRAZY LIKE A FOX	9:00	60 SUN.	C	19,870	23.4	36	204	99	RIPLEY'S BELIEVE IT-NOT	7:00	60 SUN.	A	9,680	11.4	18	194	93
DALLAS	9:00	60 FRI.	C	20,800	24.5	38	208	99	RIPTIDE	9:00	60 TUE.	N	15,960	18.8	35	200	99
DIFFERENT STROKES-SAT.	8:00	30 SAT.	N	11,630	13.7	23	174	92	ST. ELSEWHERE	10:00	60 WED.	N	10,700	12.6	20	203	98
DUKES OF HAZZARD	8:00	60 FRI.	C	12,650	14.9	24	197	94	SCARECROW & MRS. KING	8:00	60 MON.	C	9,850	11.6	28	206	99
E/R	8:30	30 WED.	C	11,970	14.1	22	193	97	SILVER SPOONS	7:16	30 SUN.	N	10,270	12.1	19	180	92
FACTS OF LIFE	9:00	30 WED.	N	14,690	17.3	26	191	96	SIMON & SIMON	9:00	60 THU.	C	17,400	20.5	31	190	96
FALCON CREST	10:00	60 FRI.	C	18,000	21.2	36	207	99	60 MINUTES	7:00	60 SUN.	C	18,850	22.2	35	208	99
FALL GUY	8:00	60 WED.	A	13,920	16.4	25	193	97	SPENCER	9:30	30 SAT.	N	9,170	10.8	18	174	92
FAMILY TIES	8:30	30 THU.	N	19,270	22.7	34	190	96	SPORTSBREAK-SAT	8:58	01 SAT.	C	10,270	12.1	20	172	87
GATOR BOWL FOOTBALL GAMES	8:00	191 FRI.	A	9,510	11.2	18	212	99	SPORTSBREAK-SUN	8:58	01 SUN.	C	18,340	21.6	32	200	96
GIMME A BREAK	8:30	60 SAT.	N	10,190	12.0	20	166	88	T.J. HOOKER	8:00	60 SAT.	A	11,630	13.7	23	168	88
GLITTER	9:00	60 TUE.	A	7,640	9.0	17	203	99	TV BLOOPERS & PRAC. JOKES	8:00	60 MON.	N	8,740	10.3	23	205	99
HIGHWAY TO HEAVEN	8:00	60 WED.	N	13,580	16.0	25	200	94	THREE'S A CROWD	8:00	30 TUE.	A	8,830	10.4	21	198	97
HILL STREET BLUES	10:00	60 THU.	N	11,890	14.0	23	196	97	TRAPPER JOHN, M.D.	10:00	60 SUN.	C	15,960	18.8	30	204	99
HOT PURSUIT SPCL(S)	10:00	60 FRI.	N	9,080	10.7	18	184	95	20/20	10:00	60 THU.	A	9,830	11.7	19	177	95
IT'S YOUR MOVE	9:30	30 WED.	N	11,290	13.3	20	184	85	WHO'S THE BOSS?	8:30	30 TUE.	A	9,850	11.6	22	200	98
KATE & ALLIE	9:00	30 MON.	C	10,610	12.5	28	202	98	NUMBER OF PROGRAMS	89							

Δ Partial time interruption within program.

➤ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 84,900,000

3

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 24-30, 1984 4

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day	Households (000)		Share %	Share %			
LATE FRINGE									
ABC NEWS:NIGHTLINE-FRI(B)	11:51	31 FRI.	A	5,430	6.4	17	191	94	
ABC NEWS:NIGHTLINE	11:30	30 M-TH	A	5,010	5.9	16	193	97	
ABC ROCKS	12:22	31 FRI.	A	1,780	2.1	7	133	74	
ABC WEEKEND REPORT-SAT.	11:30	15 SAT.	A	3,400	4.0	10	164	87	
ABC WEEKEND REPORT-SUN.	11:30	15 SUN.	A	4,080	4.8	11	168	91	
CBS NEWS NIGHTWATCH-1	2:00	30 TU-THSC		1,190	1.4	13	59	59	
CBS NEWS NIGHTWATCH-2	VAR	VAR TU-THSC		1,020	1.2	22	97	87	
CBS NIGHTWATCH-2-TH(B)	2:30	30 THU.	C	1,100	1.3	15	74	71	
CBS SUNDAY NEWS-OSGOOD	11:00	15 SUN.	C	5,430	6.4	12	136	73	
DAVID LETTERMAN I	12:30	30 TU-TH N		3,740	4.4	19	186	98	
DAVID LETTERMAN II	1:00	30 TU-TH N		2,720	3.2	18	186	98	
EYE ON HOLLYWOOD	12:00	VAR TU-TH A		1,440	1.7	6	104	85	
FRIDAY NIGHT VIDEOS	12:30	90 FRI.	N	2,890	3.4	16	193	99	
G MICHAELS SPORTS MACHINE	12:16	30 SUN.	N	1,610	1.9	6	76	51	
LATE MOVIE I	11:30	VAR TU-F C		4,920	5.8	17	178	90	
LATE MOVIE II	VAR	VAR TU-F C		3,570	4.2	20	178	90	
SATURDAY NIGHT	11:30	78 SAT.	N	8,200	7.3	21	194	96	
TONIGHT SHOW	11:30	60 TU-F N		5,030	7.1	20	194	98	
NUMBER OF PROGRAMS 18									

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day	Households (000)		Share %	Share %			
NBC NEWS AT SUNRISE	6:30	30 M-F	N	850	1.0	12	175	94	
NBC NEWS DIGEST-DAYTIME	2:57	01 MWF	N	4,500	5.3	15	198	98	
NEWSBREAK-11.57	11:57	02 M-F	C	7,300	8.6	27	183	90	
NEWSBREAK-3.57	3:57	02 MWTHF	C	5,430	6.4	17	192	94	
ONE LIFE TO LIVE	2:00	60 M-F	A	7,130	8.4	24	207	99	
PRESS YOUR LUCK	10:30	30 M-F	C	5,350	6.3	20	167	82	
PRICE IS RIGHT 1	11:00	30 M-F	C	7,130	8.4	27	202	96	
PRICE IS RIGHT 2	11:30	30 M-F	C	8,830	10.4	33	201	96	
RYAN'S HOPE	12:00	30 M-F	A	3,140	3.7	11	173	93	
SALE OF THE CENTURY	10:30	30 MWTHF	N	5,180	6.1	20	153	83	
SANTA BARBARA	3:00	60 MWTHF	N	3,310	3.9	11	187	96	
SANTA BARBARA(B)	3:00	60 TUE.	N	2,040	2.4	7	159	78	
SCRABBLE	11:30	30 M-F	N	6,280	7.4	23	197	96	
SEARCH FOR TOMORROW	12:30	30 M-F	N	3,230	3.8	11	153	76	
SUPER PASSWORD	12:00	30 M-F	N	3,910	4.6	14	139	68	
TODAY SHOW-7.30AM	7:30	30 M-F	N	2,800	3.3	21	202	99	
TODAY SHOW-8.30AM	8:30	30 M-F	N	4,160	4.9	20	202	99	
TRIVIA TRAP	11:00	30 MWTHF	A	3,310	3.9	12	176	88	
\$25,000 PYRAMID	10:00	30 M-F	C	4,920	5.8	19	172	88	
WHEEL OF FORTUNE	11:00	30 M-F	N	7,050	8.3	26	200	98	

WEEKDAY DAYTIME

ABC DAYTIME NEWSBRIEF-M-F	VAR	VAR M-F	A		7,130	8.4	24	207	99
ABC WORLD NEWS-MORN-615A	6:15	15 M-F	A		760	.9	13	110	78
ABC WORLD NEWS-MORN-645A	6:45	15 M-F	A		1,530	1.8	20	172	92
ALL MY CHILDREN	1:00	60 M-F	A		7,980	9.4	28	209	99
ANOTHER WORLD	2:00	60 MWTHF N			5,430	8.4	18	202	99
ANOTHER WORLD(B)	2:00	60 TUE.	N		3,650	4.3	13	168	84
AS THE WORLD TURNS	1:30	60 MWTHF C			5,940	7.0	19	205	99
BLUE-GRAY FOOTBALL GAME(S)	12:30	199 TUE.	C		9,250	10.9	33	205	98
BODY LANGUAGE	4:00	30 MWTHF C			2,550	3.0	8	99	53
CAPITOL	2:30	30 MWTHF C			5,090	6.0	17	198	95
CBS EARLY MORNING NEWS	6:30	30 M-F	C		1,270	1.5	22	139	89
CBS MORNING NEWS 1	7:30	30 M-F	C		2,210	2.6	17	201	99
CBS MORNING NEWS 2	8:30	30 M-F	C		3,080	3.6	15	201	99
DAYS OF OUR LIVES	1:00	60 M-F	N		6,620	7.8	22	201	99
DISNEY WRLD'S XMAS PARADE(S)	10:00	90 TUE.	A		7,640	9.0	30	198	96
EDGE OF NIGHT	4:00	30 M-F	A		2,380	2.8	8	98	57
FACTS OF LIFE M-F	10:00	30 MWTHF N			5,180	6.1	20	141	85
FAMILY FEUD	11:30	30 M-F	A		3,230	3.8	12	176	87
GENERAL HOSPITAL	3:00	60 M-F	A		8,070	9.5	27	207	99
GOOD MORNING, AMERICA-730	7:30	30 M-F	A		2,890	3.4	22	205	99
GOOD MORNING, AMERICA-830	8:30	30 M-F	A		4,410	5.2	21	203	99
GUIDING LIGHT	3:00	60 MWTHF C			6,540	7.7	21	208	99
LOVING	12:30	30 M-F	A		4,160	4.9	15	188	96
NBA ON CBS SPECIAL(S)	3:49	148 TUE.	C		7,300	8.8	27	197	97
NBC COLLEGE BSKBL-TUE-SPC(S)	4:00	120 TUE.	N		2,800	3.3	10	180	92

YOUNG AND THE RESTLESS	12:30	60 MWTHF C			7,560	8.9	26	207	99
NUMBER OF PROGRAMS 46									

WEEKEND DAYTIME

ABC WEEKEND SPECIALS	12:00	30 SAT.	A		4,920	5.8	17	182	93
ALVIN AND THE CHIPMUNKS	10:30	30 SAT.	N		7,560	8.9	32	204	99
AMERICAN BANDSTAND	12:30	60 SAT.	A		4,160	4.9	13	172	85
BUGS BUNNY/ROAD RUNNER 1	12:00	30 SAT.	C		4,840	5.7	16	162	85
BUGS BUNNY/ROAD RUNNER 2	12:30	30 SAT.	C		5,770	6.6	18	166	86
BUGS BUNNY/ROAD RUNNER 3	1:00	30 SAT.	C		5,350	6.3	16	157	82
CBS NFL PLAYOFF PRE-SAT(S)	3:30	30 SAT.	C		6,960	8.2	21	206	99
CBS NFL PLAYOFF GAME-SAT(S)	4:00	193 SAT.	C		18,680	22.0	45	208	99
CBS NFL PLAYOFF POST-SAT(S)	7:13	06 SAT.	C		16,640	19.6	35	207	99
CBS NFL PLAYOFF PRE-SUN(S)	12:00	30 SUN.	C		7,470	8.8	27	202	99
CBS NFL PLAYOFF GAME-SUN(S)	12:30	208 SUN.	C		21,560	25.4	55	208	99
CBS NFL PLAYOFF POST-SUN(S)	3:58	19 SUN.	C		11,380	13.4	27	199	99
CHARLIE BROWN&SNOOPY SHOW	1:30	30 SAT.	C		3,480	4.1	10	124	62
DRAGON'S LAIR	10:00	30 SAT.	A		3,990	4.7	17	202	98
DUNGEONS AND DRAGONS	9:30	30 SAT.	C		4,410	5.2	20	197	98

Δ Partial time interruption within program.
 * Excludes delays which occurred after the week covered by this report.
 (S) Special or Preempting Program. (B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 84,900,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 24-30, 1984 6

Program Name	New York Time			NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	
	Duration	Day	Ntwk	Households (000)	Share %	Share %			
WEEKEND DAYTIME (CONT)									
FACE THE NATION	10:30	30	SUN.	C	2,290	2.7	9	123	84
GET ALONG GANG	8:30	30	SAT.	C	2,720	3.2	19	200	97
IN THE NEWS- 8:26AM	8:26	03	SAT.	C	1,950	2.3	17	192	95
IN THE NEWS- 8:56AM	8:56	03	SAT.	C	3,230	3.8	21	200	97
IN THE NEWS- 9:56AM	9:56	03	SAT.	C	3,740	4.4	17	197	98
IN THE NEWS-11:56AM	11:58	03	SAT.	C	3,570	4.2	13	195	96
IN THE NEWS- 1:26PM	1:26	03	SAT.	C	4,580	5.4	13	157	82
IN THE NEWS- 1:56PM	1:56	03	SAT.	C	3,060	3.6	9	124	62
KIDD VIDEO	11:00	30	SAT.	N	5,600	6.6	21	176	84
LITTLES	11:30	30	SAT.	A	6,540	7.7	23	197	95
MEET THE PRESS	12:00	30	SUN.	N	1,530	1.8	5	158	90
MIGHTY ORBITS	9:00	30	SAT.	A	3,140	3.7	17	201	98
MR. T	11:30	30	SAT.	N	5,260	6.2	19	175	84
MUPPET BABIES	9:00	30	SAT.	C	5,010	5.9	27	200	98
NEW SCOOPY DOO MYSTERIES	10:30	30	SAT.	A	5,520	6.5	22	201	98
NFL '84-NBC	3:30	30	SUN.	N	3,310	3.9	8	205	99
NFL '84 NBC-SA(S)	12:00	30	SAT.	N	6,790	8.0	25	212	99
NFL PLAYOFF GAME-SAT.(S)	12:30	191	SAT.	N	15,200	17.9	45	214	99
NFL PLAYOFF POST-SAT.(S)	3:41	18	SAT.	N	9,000	10.6	27	208	99
NFL PLAYOFF GAME-SUN(S)	4:00	196	SUN.	N	20,800	24.5	45	214	99
ONE TO GROW ON-8:28AM	8:28	02	SAT.	N	2,720	3.2	25	189	95
ONE TO GROW ON-8:58AM	8:58	02	SAT.	N	2,800	3.3	21	179	84
ONE TO GROW ON-10:28AM	10:28	02	SAT.	N	6,540	7.7	29	206	99
ONE TO GROW ON-10:58AM	10:58	02	SAT.	N	7,580	8.9	31	203	99
PINK PANTHER AND SONS	8:30	30	SAT.	N	2,550	3.0	15	182	85
POLE POSITION	10:00	30	SAT.	C	3,990	4.7	17	195	97
PRYOR'S PLACE	11:30	30	SAT.	C	3,570	4.2	13	195	96
SCARY SCOOPY DOO FUNNIES	11:00	30	SAT.	A	6,540	7.7	24	195	95
SATURDAY SUPERCAR	10:30	60	SAT.	C	3,060	3.6	12	197	97
SCHOOLHOUSE ROCK-8:25AM	8:25	04	SAT.	A	2,120	2.5	19	192	96
SCHOOLHOUSE ROCK-9:55AM	9:55	04	SAT.	A	3,910	4.6	18	203	99
SCHOOLHOUSE ROCK-10:25AM	10:25	04	SAT.	A	4,670	5.5	20	202	98
SCHOOLHOUSE ROCK-11:25AM	11:25	04	SAT.	A	6,200	7.3	23	195	95
SHIRT TALES	8:00	30	SAT.	C	1,700	2.0	17	192	95
SMURFS I	9:00	30	SAT.	N	3,740	4.4	22	206	99
SMURFS II	9:30	30	SAT.	N	5,940	7.0	29	206	99
SMURFS III	10:00	30	SAT.	N	7,050	8.3	32	206	99
SNORKS	8:00	30	SAT.	N	2,290	2.7	23	190	96
SUNDAY MORNING	9:00	60	SUN.	C	3,570	4.2	21	173	95
SUPERFRIENDS: SUPERPOWERS	8:30	30	SAT.	A	2,550	3.0	18	197	97
SUPERFRIENDS: SUPERPOWERS2	8:00	30	SAT.	A	1,870	2.2	18	192	96
THIS WEEK-DAVID BRINKLEY	11:30	60	SUN.	A	3,060	3.6	11	182	95
TURBO TEEN	9:30	30	SAT.	A	4,250	5.0	20	203	99
NUMBER OF PROGRAMS 58									

A Partial time interruption within program.

* Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 84,900,000

7